

EXPRESS MAIL NO: EL750741273US

Docket No. AUS919990423US1

CLAIMS:

What is claimed is:

- 5 1. A method of matching a buyer and a seller of goods;
the method comprising:
receiving registration information from a
registering user, wherein the registration information
includes a unique identifier for an item; and
10 responsive to identifying a matched user, notifying
the user of the match, wherein the unique identifier of
the item in the matched user exactly matches the unique
identifier of the item identified by the registering
user.
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2. The method as recited in claim 1, wherein the step
of identifying a matched user comprises searching a
database for a transactional match, wherein the
transactional match contains complementary offer terms to
20 the offer terms of the registering user.
3. The method as recited in claim 1, wherein the
registering user is a seller and the step of identifying
a matched user comprises conducting an auction at which
25 multiple potential buyers competitively bid against one
another with the matched user being the winning potential
buyer.

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4. The method as recited in claim 3, wherein the winning potential buyer is a potential buyer offering the highest price for the item.

5 5. The method as recited in claim 1, wherein the registering user is a buyer and the step of identifying a matched user comprises conducting a reverse auction in which a plurality of potential sellers bid to sell the item to the registering user with the matched user being
10 a winning potential seller.

6. The method as recited in claim 5, wherein the winning potential seller is the potential seller offering a lowest selling price for the item.

15 7. The method as recited in claim 1, wherein the unique identifier is a universal product code.

8. The method as recited in claim 1, wherein the
20 registering user is a buyer and the registration information includes a maximum price willing that the buyer is willing to pay for the item.

9. The method as recited in claim 1, wherein the
25 registration information includes a description of the condition of the item.

10. The method as recited in claim 1, wherein the

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registering user is a seller and the registration information includes a minimum price that the seller is willing to accept for the item.

- 5 11. A computer program product in a computer readable media for use in a data processing system for matching a buyer and a seller of goods; the computer program product comprising:

first instructions for receiving registration
10 information from a registering user, wherein the registration information includes a unique identifier for an item; and

second instructions, responsive to identifying a matched user, for notifying the user of the match,
15 wherein the unique identifier of the item in the matched user exactly matches the unique identifier of the item identified by the registering user.

12. The computer program product as recited in claim 11,
20 wherein the instructions for identifying a matched user comprise searching a database for a transactional match, wherein the transactional match contains complementary offer terms to the offer terms of the registering user.

25 13. The computer program product as recited in claim 11, wherein the registering user is a seller and the instructions for identifying a matched user comprises conducting an auction at which multiple potential buyers

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competitively bid against one another with the matched user being the winning potential buyer.

14. The computer program product as recited in claim 13,
5 wherein the winning potential buyer is a potential buyer offering the highest price for the item.

15. The computer program product as recited in claim 11,
wherein the registering user is a buyer and the
10 instructions for identifying a matched user comprise conducting a reverse auction in which a plurality of potential sellers bid to sell the item to the registering user with the matched user being a winning potential seller.

15 16. The computer program product as recited in claim 15, wherein the winning potential seller is the potential seller offering a lowest selling price for the item.

20 17. The computer program product as recited in claim 11, wherein the unique identifier is a universal product code.

25 18. The computer program product as recited in claim 11, wherein the registering user is a buyer and the registration information includes a maximum price willing that the buyer is willing to pay for the item.

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19. The computer program product as recited in claim 11, wherein the registration information includes a description of the condition of the item.

5 20. The computer program product as recited in claim 11, wherein the registering user is a seller and the registration information includes a minimum price that the seller is willing to accept for the item.

10 21. A system for matching a buyer and a seller of goods; the system comprising:

first means for receiving registration information from a registering user, wherein the registration information includes a unique identifier for an item; and

15 second means, responsive to identifying a matched user, for notifying the user of the match, wherein the unique identifier of the item in the matched user exactly matches the unique identifier of the item identified by the registering user.

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22. The system as recited in claim 21, wherein the means for identifying a matched user comprise searching a database for a transactional match, wherein the transactional match contains complementary offer terms to
25 the offer terms of the registering user.

23. The system as recited in claim 21, wherein the registering user is a seller and the means for

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identifying a matched user comprises conducting an auction at which multiple potential buyers competitively bid against one another with the matched user being the winning potential buyer.

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24. The system as recited in claim 23, wherein the winning potential buyer is a potential buyer offering the highest price for the item.

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25. The system as recited in claim 21, wherein the registering user is a buyer and the means for identifying a matched user comprise conducting a reverse auction in which a plurality of potential sellers bid to sell the item to the registering user with the matched user being a winning potential seller.

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26. The system as recited in claim 25, wherein the winning potential seller is the potential seller offering a lowest selling price for the item.

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27. The system as recited in claim 21, wherein the unique identifier is a universal product code.

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28. The system as recited in claim 21, wherein the registering user is a buyer and the registration information includes a maximum price willing that the buyer is willing to pay for the item.

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29. The system as recited in claim 21, wherein the registration information includes a description of the condition of the item.

- 5 30. The system as recited in claim 21, wherein the registering user is a seller and the registration information includes a minimum price that the seller is willing to accept for the item.